Rice University
Jones Graduate School of Business
BUSI 380 – Marketing
Spring 2021
(last updated Jan 20th, 2021)

Tuesdays/Thursdays	BUSI 380 001	1:30 PM – 2:50 PM
Zoom	BUSI 380 002	3:10 PM – 4:30 PM

Professor: Dr. Jaeyeon Chung

E-Mail: jc134@rice.edu (the best way to reach me)

Office: 327 McNair Hall **Phone:** (713) 348-3769

Office hours: 4:30-5:30 pm on Thursdays on Zoom (always make an appointment by sending me an email prior to the office hour). If this time does not work for you, we can set up another time to talk.

TA: Ran Wang
E-Mail: Ran.Wang@rice.edu

**It is your responsibility to read all the information in this syllabus. Please read thoroughly. **

Learning Objectives

This course teaches contemporary approaches to thinking about products and services. We will explore the meaning of marketing, factors that influence marketing decision-making, strategic marketing fundamentals, buyer behavior, marketing segmentation, and managerial issues. Students in this course will understand how to systematically perform market analysis and implement related business strategy. The course will:

1) Introduce students to classical and modern marketing techniques.
2) Familiarize students with the everyday activities of marketing in organizations.
3) Provide practice in thinking about and solving marketing problems.
4) Set a foundation for future marketing courses.

Course Format

We will use several different kinds of materials and approaches in this course to illustrate marketing concepts and to get us thinking about managerial implications. Material will be presented in lectures, discussions, a textbook, articles, videos etc. We will apply relevant lessons to real-world marketing problems.

My Expectations and Course Policies

- **Attend every class and be on time.** Each class will have a survey link that requires you to add your input throughout the class. Through this (which also records the start time and the end time your survey responses) I track your attendance as well as your participation. I expect you to attend every session. If you cannot attend a class meeting, notify both me and my TA before the class.

- **Turn on your video**. Unless there is a technical problem such as internet connection issue, I expect you to turn on your video during the entire semester. Have your camera on, with your face in frame at all times. Make sure your name appears on your Zoom window. Unless asked otherwise, keep your microphone muted till you are ready to speak. This can help you stay more focused and self-aware, and I also get to learn your facial expressions and get to know you better. The other students will get to know you as well. Together, this increases your engagement, and the overall class performance.

- **Prepare thoroughly for your online classroom discussion**. I will use polls, Zoom's raise-hand function, and Qualtrics survey link to solicit input and to test your understanding of course content. I will also ask for volunteers to unmute your microphone and provide input during our discussion sessions. You may also send me (or the group) a message on Zoom chat. Although I might not be able to read all the chats in real-time, I will make sure to read your message after the class.

- **Be respectful of others**. The classroom is a professional learning environment, and students' in-class behaviors should reflect this. Intrusive classroom exits and entrances, systematic tardiness, and text messaging are rude, disruptive, and discouraged. We should all try to make the classroom atmosphere as congenial as possible to allow everybody to contribute to the class. This does not, however, mean that you must agree with every comment offered by your classmates (i.e., it's ok to disagree with me and your classmates as long as it's done in a civil and constructive manner).
- **Presentations:** You will deliver in-class exercises and a final project presentation over Zoom. On the first day of class I will review some of the important considerations in presenting over Zoom, and you will have time to familiarize yourself with Zoom functionality.

- **Late assignments will not be accepted**. The only exceptions are for documented emergencies. Otherwise, there is absolutely no exception. All submissions are made on CANVAS. **All assignments are reviewed and graded only once.**

Communication

The best way to reach me outside of class is via email. You can also always email me to set up a Zoom or in-person appointment that works with your schedule. I will use email to contact you individually or as a group about the class using CANVAS (e.g., changes in the syllabus, assignments, etc.). It is your responsibility to make sure that emails sent reach you at an email address you check on a regular basis.

Course Materials

- **Textbook:** ***Marketing 2020 (20th Edition) by Pride and Ferrell***
- **Case studies:** ***Use course pack on CANVAS***
- **Lecture Notes:** ***Available on CANVAS after class***

Grading: The Jones School policy requires that the overall course GPA should not exceed 3.5. Your final grade will be curved.

A+ : 100-99	B+ : 89-88	C+ : 79-78	D: 69-60
A : 98- 93	B : 87-83	C : 77- 73	F: Below 60
A- : 92-90	B- : 82-80	C- : 72-70	R: Complete Redo

Assessment

Each student's grade will be determined as follows:

- Individual assignments 20%
  Case study assignments – 50%
  Concept check quizzes – 50%

- Individual participation 20%
  Participation – 80%
  Jones Research Participation Program – 20%

- Exams 30%
  Midterm Exam
  Final Exam

- Group Project 30%
  In-group peer evaluation – 30%
  Faculty evaluation on the presentation and final report – 70%

100%

I will grade each category out of 100 points. These grades will then be weighted using the stated percentages to calculate final grades.

Exams (two methods of grading)

There will be two exams during the semester. Unless otherwise announced, the exam will cover the first half, and the latter half, respectively. The exam will be compose of multiple choices, short answer, and essay questions.

To accommodate the difficulty of learning remotely, I offer a flexible grading policy for these two exams. Students can choose one of the two methods of grading: (1) 50% and 50% weight for the midterm and the final, or (2) 60% and 40% weighting, with a 60% weight on a higher grade. This is intended to help students to choose better grades for their own benefit. Another policy I offer during this remote learning semester is the exam's open-book policy. Though, I encourage you to be prepared fully because the time given to complete the exam will be tight. Searching answers on your textbook and slides will take up much of your time, and if you do not know the class content well in advance, you will end up scoring low in the exam. I strictly ask you not to talk or share thoughts with other classmates during the exam day.

Group Project (more details will be provided in class) (30%)

The group project has two main objectives. First, it will help you to gain hands-on experience in applying what you learn in class to a realistic marketing situation. Second, it will give you more teamwork experience.

Briefly, project teams (**6 team members per group**) will identify an unfulfilled market need and design a new product to address and fulfill that need. Using publicly available sources of data and market research that you may conduct, I would like you to understand and analyze the industry in which your company competes, the customers, the competitors, and the strengths and weaknesses of your company. The project will initially involve a thorough analysis of 1) the marketing environment of the industry of interest and 2) the current situation of your company to identify the problems, 3) the usage of both quantitative and qualitative research methods. 4) Your group will then be responsible for developing a tactical plan for the introduction of a new product or a new marketing campaign that will include a detailed explanation of the entire marketing mix and the overall marketing strategy behind your proposal. The marketing campaign should compose both traditional and digital mediums.

Conciseness and logic along with content and creativity will be considered in the evaluation. Your ability to clearly explain and articulate your results and recommendations is also important. Finally, do not forget to link marketing concepts and terminology to your analysis – this is the key part of the assignment.

The progress report should be based on your proposal, and should report the type of qualitative and quantitative research you've done for the past few weeks. Also, show your effort by incorporating the concepts you learned in class. You should also briefly summarize the analysis you have done and list the next step. The progress report should not be longer than 2 pages (1.5 spaced, 1 inch margin, Times New Roman font).

The final report should be in report format and may include diagrams, tables or graphs explaining the results of your research. Your report should be no longer than 10 pages in length, not including title page, appendices, tables, figures, references, etc. The paper in total should not exceed 20 pages (1.5 spaced, 1 inch margin, Times New Roman font). Each group will be required to give a formal presentation (approx. 10-12 minutes). Not all group members need to

present on the presentation date. I do not take a note on who presented vs. not. Decide on a subset of members (or a member) who will present in class.

You should think of this presentation as an opportunity to sell your idea to upper management or a board of investors. After each presentation the class will have the opportunity to ask questions and make comments. Lastly, each group member will be required to hand in an evaluation of the contribution to the project of all other group members. This policy exists to handle the case of "free-riding."

Individual Assignments (20%)

A. Case Study Assignments 1 to 4

Throughout the semester you will work on four case study assignments. These assignment submissions should be submitted through CANVAS by midnight the day before each class. CANVAS will close after the deadline. Assignments will be graded on a 3-point scale: (0 if not submitted, 1: a fair answer, 1.25: a great answer). Most students will receive 1-point upon submission, with a few exceptional answers receiving 1.25-points. Those who submit under-developed answers or incomplete answers will receive a score lower than 1.

Emailed copies won't be accepted after the deadline. No exceptions will be made on this. Please note unless specified differently, all written assignments must be typed and submitted on CANVAS to receive full credit. **Save your answers on a separate file, and bring it to the case study class session.**

- Case study 1: Apple vs. Samsung: The $2 Billion Case
- Case study 2: Cheyef Halak: Driving Social Change in Lebanon
- Case study 3: Note on Sensory Marketing: Shaping Consumer Perception and Behavior
- Case study 4: Starbucks: Delivering Customer Service

B. Concept Check Quizzes 1 to 4

The purpose of this assignment is to help you stay on track in our class learning experience. I require you to complete reading the assigned textbook chapters prior to coming to each class. Based off on the knowledge obtained in the textbook, the class lecture highlights key aspects of marketing on a given topic.

You will be given 15 minutes to respond to 5 multiple-choice questions on Canvas. When you get your answer wrong, you will get another chance to change your answer. Each assignment needs to be completed by midnight on CANVAS the day before the class. **CANVAS will close after the deadline. No exception can be made afterwards.** Answers to each assignment will be available after the due date. Each concept check assignment will be graded on a 5-point scale. Please ensure that you follow the honor code and finish this on your own.

- Concept check 1: Lecture slides and textbook chapters from session 1 to 5
- Concept check 2: Lecture slides and textbook chapters from 6 to 10
- Concept check 3: Lecture slides and textbook chapters from 13 to 16

- Concept check 4: Lecture slides and textbook chapters from 17 to 22

Individual Participation (20%)

Participation Grading: In-class contribution will be assessed based on the quality and consistency of your contributions to the in-class discussions. You are neither expected to have all the right answers in every class, nor to dominate every in-class discussion. However, you are required to be prepared and contribute regularly. The quality of our class discussions depends on how well prepared you are and your willingness to share the results of your preparation with the class. This means that the quality of your contributions is a lot more important than the quantity.

I will ask a few questions/opinions during the lecture, and you will be expected to type in your responses on Qualtrics. Many times, there is no right or wrong answer to each question. The purpose of this survey is to help you stay attentive during the live lecture. Again, it is not the quantity, but the quality of discussion/thoughts that matters. The survey link will record your time & date of responses. You will submit your survey link after the lecture ends, and I will download the file to assess your participation.

Secondly, this class is an interactive class. I expect you to voice-up your opinion/thoughts during the class. I strongly encourage you to use the "blue hand" button on Zoom. Then I will be able to call your name. Put your blue hand down after you shared your opinion. I will also use polls to ask for your opinion.

Lastly, each group will post their group work on Canvas and other students will be strongly encouraged to add feedback on each group's work. That way, each group can learn what others think. This will also expand their viewpoints on various topics. By doing so, students will feel included in a community, and feel encouraged and challenged through the discussion. I will monitor the discussion board on Canvas and reflect students' activity on their participation grade.

In sum students who contribute regularly to class discussion will receive high marks for this participation grade component. As described above, I use both the textual and verbal participation as evidence for your participation grade. Those who are silent most days will end up with a middling score at most. Those who create negative externalities (unprofessional behavior such as class distraction, negative attitudes, leaving during class, sleeping, texting, and many others) will end up with low marks. Importantly, this is a *participation* grade, not an attendance grade.

If you do not attend nor participate in class, you will (obviously) not receive a high participation grade.

This implementation aims to make a fair assessment of all students. If you have any concerns, questions or suggestions, please let me know.

Honor Code

Just because we are all remote does not mean that we are any less honor-bound. I hope you agree. In this course, all students will be held to the standards of the Rice Honor Code, a code that you pledged to honor when you matriculated at this institution. If you are unfamiliar with the

details of this code and how it is administered, you should consult the Honor System Handbook at http://honor.rice.edu/honor-system-handbook/. This handbook outlines the University's expectations for the integrity of your academic work, the procedures for resolving alleged violations of those expectations, and the rights and responsibilities of students and faculty members throughout the process. In essence, unless you are working on a team assignment, you alone are responsible for your work.

If you have any questions about the above policy or what constitutes academic misconduct in this course, please contact me.

Students with Disabilities and Other Needs

If you have other special needs (e.g., religious observance) or disability, let me know during the first two weeks of class. Official university documents are required at least two weeks prior to the desired accommodation. If your disability accommodation involves extra exam time or a separate room, you must contact via email my faculty coordinator, my TA and me no less than a week prior to each exam, so that we can line up the necessary physical and personnel resources, otherwise you forfeit the opportunity for the accommodation.

On a separate note, if you have a documented disability or other condition that may affect academic performance you should also : 1) make sure this documentation is on file with Disability Support Services (Allen Center, Room 111 / adarice@rice.edu / x5841) to determine the accommodations you need].

COURSE CALENDAR*

**Calendar is subject to change at the instructor's discretion. All changes will be discussed in advance of the day affected.*

Complete all readings PRIOR TO the class session.

Date	Topic	Readings	Class Exercise	Deliverables
1/26/2021 T 1	Introduction	Chapter 1-1		· **Start** thinking about group members.
1/28/2021 R 2	An Overview of Strategic Marketing	Chapters, 1-2, 1-3a, 1-4, 2-1b		
2/2/2021 T 3	Products: Development and Management 1	Chapters 12-1, 12-2	New product development (group)	
2/4/2021 R 4	Products: Development and Management 2	Chapters 12-1, 12-2	Ideation template (group)	· **Report** your final group members (~2/3 midnight)
2/9/2021 T 5	Marketing Research 1	Chapters 5-1, 5-2	Laddering interview (group)	
2/11/2021 R 6	Marketing Research 2	Chapters 5-1, 5-2	DMU analysis (group)	· **Complete** Concept check quiz 1 (~2/10 midnight)
2/16/2021 T 7	Experimental Design	Chapters 5-1, 5-2	Building a Qualtrics survey (individual)	· **Submit** group project proposal (~2/15 midnight) · **Submit** online tablet survey (~2/15 midnight) · **Watch** Qualtrics tutorial: no submission needed. (~2/15 midnight) · **Activate** Rice Qualtrics account (~2/15 midnight)
2/18/2021 R 8	Conjoint Analysis		Conjoint analysis (individual)	· **Complete** HBS conjoint tutorial: registration on HBS required, no submission (to Dr. Chung) needed. (~ 2/17 midnight)
2/23/2021 T 9	Case discussion: Apple vs. Samsung	Read and prepare for case discussion	Case discussion	· **Complete** Case Study 1 (~2/22 midnight)
2/25/2021 R 10	Setting Prices	Chapters 20-4, 20-5b	Rent the Runway (group)	
3/2/2021 T 11	Team Meeting			· **Complete** Concept check quiz 2 (~3/1 midnight)
3/4/2021 R12	Midterm (online)			

3/9/2021 T 13	Place (Distribution) and Promotion	Chapters 15-1, 15-3, 16-3, 16-5e		
3/11/2021 R 14	Case Discussion: Cheyef Halak	Read case and prepare for discussion	Case discussion	· **Complete** Case study 2 Due (~3/10 midnight)
3/16/2021	Sprinkle day	No scheduled class		
3/18/2021 R15	Segmentation	Chapters 6-2, 6-3, 6-4	Segmentation (group)	
3/23/2021 T 16	Customer Lifetime Value	Chapter 1-6b	CLV (group)	· **Submit** group progress report due (try to get most of the data collection by then) (~3/22 midnight)
3/25/2021 R 17	Branding	Read perceptual mapping HBS article, Chapters 11-6a, 11-6b, 11-6g	Perceptual mapping (group)	· **Complete** Concept check quiz 3 (~3/24 midnight)
3/30/2021 T 18	Understanding Customers		Hulu (group)	
4/1/2021 R 19	Team Meeting			
4/6/2021 T 20	Case discussion: Sensory marketing	Read case and prepare for discussion	Case discussion	· **Complete** Case study 3 (~4/5 midnight) · **Prepare** to show one product that utilized sensory marketing. Be ready to share it with the rest of the class.
4/8/2021	Sprinkle day	No scheduled class		
4/13/2021 T 21	Digital Marketing	Chapters 10-2, 10-3	Burger King (group)	
4/15/2021 R 22	Case Discussion: Starbucks	Read case and prepare for discussion	Case discussion	· **Complete** Case study 4 (~4/14 midnight)
4/20/2021 T 23	Guest Speaker on Global Marketing (Amazon-Mexico)			· **Complete** Concept check quiz 4 (~4/19 midnight)
4/22/2021 R24	Team Meeting			
4/27/2021 T 25	Project Presentations			
4/29/2021 R 26	Project Presentations			· **Complete** anonymous in-group peer evaluation by 5/2 midnight · **Upload** the final report on CANVAS by 5/2 midnight
TBD	Final Exam (online)			

Jones Research Participation Program

INTRODUCTION

Many of the theories you examine in class are based on studies of human behavior. Such research is conducted all the time here at Rice University. The Research Participation Program gives you a chance to be part of that process. Along with the students and teaching, the reputation of Rice depends in large part on the research that is conducted here. You will be greatly helping the faculty, doctoral students and Rice University.

As part of class requirements, you will participate this semester in 2 hours of experimental sessions (approximately 3 sessions). Among other things, these experiments will put you in decision-making situations, and ask you to evaluate new products and advertisements.

These experiments pose no risk to you. The experiments are also required to be approved by the Rice University Institutional Review Board.

INSTRUCTIONS

1. **SIGN UP FOR YOUR EXPERIMENTS**

   Experiments will start becoming available at the beginning of the third week of classes and will end **two weeks before the end of the semester.**

   You will receive an email from the faculty or doctoral student once the experiment is available. The email will provide you the name of experiment, and the location and times during which it will be conducted. You will be given many options on when you can attend. The email will contain a link that you should follow to select whichever time is convenient for you. Please sign up. If you cannot attend any of the options listed, please email the experimenter immediately.

   Once you have signed up and want to change the time you selected, please email the experimenter promptly. Some experiments require that a minimum number of people attend; therefore, it is important that you select a time that you are sure you can attend.

2. **ATTEND YOUR SCHEDULED EXPERIMENT**

   Most studies take place in McNair Hall, Jones School of Business. Please arrive on time for each study. If you arrive more than 5 minutes past the posted start time, you may not be able to participate in that session and <u>will be penalized by the addition of one (1) hour to your participation requirement</u>.

   If you need to cancel a session, you should cancel by emailing the experimenter by at least 8 PM the day before the experiment. You should provide the following: your name, the time you signed up for, and the experiment name. <u>Failure to cancel by 8 PM on the day before the</u>

experiment will result in a penalty of 1 additional hour. Make sure to email the experimenter directly.

3. **OBTAIN CREDIT FOR ATTENDING THE EXPERIMENT**

Each experimenter will keep track of your attendance and will share it with the instructor. You will be asked to sign on the sign-out sheet after completing the experiment. The experimenter will also give you a signed form stating that you have participated.

Your Rights and Responsibilities

1. You may cancel an experiment by sending an email to the researcher by 8 PM on the day before the experiment without penalty.

2. If you arrive more than **5 minutes late** or **do not show up at all** for an experiment, you will be required to complete **one additional hour** of experimentation as a **penalty.**

3. If an experimenter needs to cancel a session, they must email you 24 hours in advance of the session to notify you. If they cancel less than 24 hours in advance, you will be considered as having attended the experiment.

4. If you arrive on time for an experiment and the experimenter cannot be located within 5 minutes, then please email the experimenter and cc ajay.kalra@rice.edu **within 24 hours,** and provide the name of the experiment, the date, and the timeslot. We will ensure that you receive credit.

5. With a valid reason, you may refuse to continue your participation in an experiment at any time during an experiment without penalty. You will still be considered as having attended the experiment.

6. All experiments must be completed two weeks before the end of the semester.

7. If you do not want to participate in the experiments for any reason, please contact ajay.kalra@rice.edu. As an option, you will be given an assignment which will take 2 hours. This assignment will be reading research papers and writing a summary. The research paper will be related to your course material.